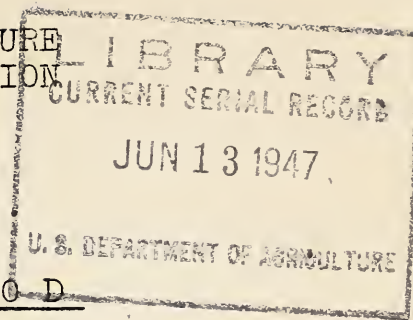


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PRODUCTION AND MARKETING ADMINISTRATION
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Y O U R F A M I L Y ' S F O O D

For the week of May 5, 1947.

(Topics of the Week:

Community Canning Centers 1-57

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1. ANNOUNCER: And here is YOUR FAMILY'S FOOD...a program designed to keep you informed on factors affecting your daily food supply, and brought to you by Station _____, in cooperation with the United States Department of Agriculture. Sharing the microphone with me today is _____ of the _____ office of the Production and Marketing Administration. What do we have on the discussion menu for today, _____?
2. PMA: Meals for next fall and winter.
3. ANNOUNCER: Say, that's what I call looking ahead. But who's going to eat these future meals?
4. PMA: You and I, and the kids at school.
5. ANNOUNCER: Now, you wouldn't be referring to food in cans, would you?
6. PMA: How did you guess?

7. ANNOUNCER: Oh, I don't know, I'm just psychic, I guess. And I might even venture to say that I imagine you're going to suggest that home-makers put up food this summer for eating in the fall and winter.
8. PMA: Right again. But I'll go further. You know some folks would like to can foods at home, but they just don't have the equipment.
9. ANNOUNCER: Yes, I know --- that's quite a draw-back.
10. PMA: But don't sound so sad, my friend. It needn't be.
11. ANNOUNCER: No? Why not?
12. PMA: Ever hear of community canning centers?
13. ANNOUNCER: Oh, yes, indeed. They're the places where folks get together to share canning facilities.
14. PMA: That's right. But why were you the voice of gloom a minute ago?
15. ANNOUNCER: Just blame it on my one-track mind. I usually think of community canning centers as places where large quantities of food are put up. You know, such as schools and hospitals use.

16. PMA: It's true that schools and institutions do some large-scale canning. Very often they operate community food preservation centers and open their doors to homemakers who pay a small fee for having their foods processed.
17. ANNOUNCER: You mean the school commissary is both kitchen and cannery.
18. PMA: (AD LIB ON LOCAL EXAMPLE --- IF YOU HAVE SUCH A SET-UP IN YOUR LOCALITY.) (OR USE THIS EXAMPLE.) For instance, the Lehman Township School in Pennsylvania has a splended cannery. It is furnished with the latest equipment. The home economics instructor supervises the project, and devotes full time to the operation during the summer.
19. ANNOUNCER: I suppose it's open to homemakers from the surrounding communities?
20. PMA: The Lehman school cannery is patronized by about 400 housewives during the canning season. Incidentally, at that particular center they are able to put up about 2,500 pounds of food a day.
21. ANNOUNCER: That's mighty good. In order to work at a community canning center, does a woman have to be an expert?

22. PMA: Not at all. Why in Portsmouth, New Hampshire, last August fourteen canning sessions were held in the local junior high school, and in the community house of a housing project. Sixteen women were enrolled as regular members of canning classes, and together they prepared and processed 640 quarts of food.
23. ANNOUNCER: Not bad for beginners.
24. PMA: Each day visitors attended the classes to watch canning procedures, and to ask questions about various canning methods. Some of the ladies even brought in their pressure cookers to find out how to use them, and to try them out during canning sessions.
25. ANNOUNCER: Those Portsmouth canneries certainly sound like busy workshops.
26. PMA: They were. Not only did homemakers go to the canneries to work and learn, but they also used them as a source of information. The Junior High School center was besieged by telephone requests for canning bulletins and information.
27. ANNOUNCER: I can see how such an enterprising example of community canning would be a real stimulant for home canning, too.

28. PMA: It is. After all, it's logical that canning centers can't possibly accomodate all those who would like to use them. They offer a place where a woman can learn approved methods of food processing before she begins to work at home.
29. ANNOUNCER: Setting up a community canning center is a pretty expensive proposition, isn't it?
30. PMA: Not necessarily. A successful community canning center may have a very humble beginning. I have one example in mind in which a woman opened her home to her neighbors when she learned they wanted to can foods but lacked equipment.
31. ANNOUNCER: A very kind gesture, but I hope she had some sort of business agreement.
32. PMA: She did. Each woman signed a "users" agreement to pay 25 cents for each dozen quarts of food she canned. The plan worked so well that a cooperative was formed, and soon, with additional equipment, and space, hundreds of quarts of food were being put up.
33. ANNOUNCER: I take it that was a community canning center on a small scale.

34. PMA: Yes. Some of the larger centers are capable of turning out two to three thousand cans a day. The smaller plants, incidentally, are usually operated with gas and are equipped with pressure canners, or gas-heated retorts. The large plants are generally operated by steam, and are equipped with steam retorts.
35. ANNOUNCER: Just what is a retort?
36. PMA: The retort I'm referring to is a closed vessel designed for processing canned foods under steam pressure.
37. ANNOUNCER: It sounds like a pressure canner to me.
38. PMA: That's just about what it is --- a large edition of the pressure cookers used in home canning.
39. ANNOUNCER: It just goes to show you --- some words do fool you. Live and learn I always say.
40. PMA: Well, if you're thirsting for knowledge today, maybe you'd be interested to learn that thirty-eight community canning centers were recently set up in Poland.
41. ANNOUNCER: Very interesting. Tell me more.

42. PMA: Last August Lula Mae Longoria, was chosen by UNRRA to go to Poland to help establish central canneries in that war-ravaged nation.
43. ANNOUNCER: I guess they were needed badly over there.
44. PMA: Definitely. But the surprising thing was that the idea of community canning centers was entirely new to the Polish people.
45. ANNOUNCER: Why Poland has been famous for tinned meats ever since I can remember. I'd think canning centers would normally be a going concern over there.
46. PMA: That was not the case, though. Previously, only small quantities of foods were commercially preserved. Because of the lack of refrigeration, chemicals were widely used. This naturally affected both the flavor and nutritive value of the food. Consequently Polish people became extremely dubious about the quality of canned foods.
47. ANNOUNCER: I can certainly sympathize with them, but what made them change their minds?
48. PMA: As you know, UNRRA distributed large quantities of canned American food in Europe. The Poles liked it. This helped to overcome their prejudice against canned foods.

49. ANNOUNCER: Well, when Miss Longoria arrived in Poland, how did she go about setting up the new centers?
50. PMA: She worked with a representative of the Polish Ministry of Agriculture --- a woman with a background in nutrition. While she was there, forty-seven men and seven women were trained in community canning. Of the thirty-eight plants that were established, one was set up exclusively for the training of workers.
49. ANNOUNCER: Those new community canning centers in Poland should be a real help in the difficult years ahead. Well, _____, I certainly never thought we'd get a travelogue into our discussion of fall and winter meals.
50. PMA: You can never tell where you'll get on this program. But I'm glad you brought us back to the subject of future meals. I guess school lunch sponsors don't need to be told that increased labor and other costs have been quite a burden to them in the present school year.
51. ANNOUNCER: And you don't have to tell homemakers that living costs have risen in the past year.

52. PMA: No. But to each of these groups --- the home-makers and the school lunch sponsors --- I suggest that they again plan on putting up all the food they can this summer. My advice is that if there's a community canning center where you live, by all means, take advantage of it this year.
53. ANNOUNCER: And if there isn't a central cannery in your community...?
54. PMA: Then how about making plans now to set one up? If you don't know how to go about it, get in touch with your local Production and Marketing office. You know we're at _____, and we'll be glad to give you all the aid we can.
55. ANNOUNCER: That's mighty generous of you, _____.
56. PMA: Just part of our everyday job.
57. ANNOUNCER: Community canning took up quite a large space on our discussion menu today, but I think we still have time to squeeze in the beverage, at least.
58. PMA: Speaking of beverages, have you heard that 1947 will probably be another good dairy year?
59. ANNOUNCER: You mean lots of cream, butter, milk and cheese?

60. PMA: Economists of the Department of Agriculture put it this way. They predict that this year there'll probably be more cheese, considerably more butter, and maybe even as much milk as we had in 1946.
61. ANNOUNCER: Even though farmers have fewer cows this year?
62. PMA: That's right. As you know, there are about 2 percent fewer dairy cows this year. Farmers have gotten rid of most of their low milk producers.
63. ANNOUNCER: So that now the cows that are on the job are turning out more milk than ever before. Is that it?
64. PMA: Absolutely. For the third year in a row the Nation's dairy herds are well on their way to setting up another new record of milk production per cow.
65. ANNOUNCER: If cows are giving so much milk, why did you say we'll probably have as much milk as last year? I'd imagine we'd have more at that rate.
66. PMA: It's this way. Feed-grain costs have gone up, and they seem likely to stay up. On the other hand, dairy farmers have been getting lower prices for their milk this year than usual.
- With production costs up and returns down, they may not produce quite so much milk this year.

67. ANNOUNCER: Now I'm beginning to get it.
68. PMA: However, even though dairy farmers do not produce as much milk as they did in '46, the economists say this should be a big dairy year. And, of course, if pastures are unusually favorable this year, milk production may equal last year's.
69. ANNOUNCER: If I understood you correctly, you said that we could expect more butter this year.
70. PMA: That's right. During the past few months butter making has been running far ahead of last year. And it's expected to be considerably higher than in 1946, and possibly even a little above that of 1945.
71. ANNOUNCER: And what about cheese?
72. PMA: Cheese production is also expected to run higher than last year. Just to give you an idea --- latest figures on American cheese production for the week ending April 24 show an increase of 5 percent over the week before and 45 percent over the corresponding week in '46.
73. ANNOUNCER: That is a good sign. But now, what do the local produce markets have to offer?

74. PMA: In a word---spinach.
75. ANNOUNCER: That certainly can't be all.
76. PMA: Oh, no. But spinach is still the universally plentiful vegetable here in the Northeast.
77. ANNOUNCER: And how is the price?
78. PMA: Wholesale prices have been coming down.
79. ANNOUNCER: That sounds like the homemaker's cue to use lots of spinach these days.
80. PMA: It's particularly fortunate at this time of year, for salads are always in order in the spring --- and spinach fits very well into a bowl of mixed greens.
81. ANNOUNCER: That may be, but I like my salads crisp --- no cold spinach for me.
82. PMA: I have an idea you're thinking of cooked spinach. Well, I was thinking of chopped raw spinach. It's mighty tasty when it's mixed in with other greens.
83. ANNOUNCER: Now you're talking my language. I like my salads made of raw greens.
84. PMA: Then you'll be glad to hear there's good supplies of the other greens --- dandelion, kale and mustard.

85. ANNOUNCER: While we two chefs are concocting that spring salad, what else can we throw in?
86. PMA: Well there's still some cabbage around, and radishes are beginning to increase in number. So are carrots. Along with a few stalks of chopped celery that should give us a pretty good crunchy salad.
87. ANNOUNCER: It sounds all right to me. Any other abundant items?
88. PMA: We're seeing more rhubarb these days, and sweet-potatoes are holding their own. In the fruit line-up there are still the old standby's --- apples, oranges and grapefruit.
89. ANNOUNCER: And I guess that just about brings us to^{the}/end of our broadcast today. Thanks for dropping in today, _____ of the _____ office of Production and Marketing Administration. Be with us again next week for another edition of YOUR FAMILY'S FOOD.

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